



2023 Fiscal Year Convention Support Services Guidebook



SENDAI JAPAN
Resilience, Harmony and Inspiration

Sendai Convention Bureau

Sendai Tourism, Convention and International Association (SenTIA)



Support Menu Outline

We offer a variety of support services to make your convention a success!



1. Attracting Stage

- Convention Subsidy (in-person)
- Hybrid Convention Subsidy
- Shuttle Bus Subsidy
- Public Lecture Subsidy
- Materials for Promotion Activities
 - ✂ videos, photos, flyers, etc.
- Pre-convention Inspection Tours
- Introduction of Venues
- Assist Preparing Proposals
- Introduce Successful Proposals

2. The Preparation Period

- Loan Program for Prep. Funds
- Introduction of Related Vendors
- Coordination with Gov. Agencies
- Consultation on Excursions
- Introduction to Attractions
- Accommodation & Transportation Consultation
- Introduction of Souvenirs
- Providing Sendai Photo Data Files
- "Omotenashi" Hospitality Menu

3. During the Convention

- Press & Media Publicity
- Welcome Board Display
- Providing Sightseeing Pamphlets
- Dispatch of Student Supporters
- On-site Tourist Information Desk
(for international conventions)
- Loaning of Tanabata Decorations
- On-site Souvenir Sales Corner
(depending on no. of participants)

As a consultant who knows how to organize academic conferences and conventions unique to Sendai, we provide support by coordinating between the organizers and local stakeholders.

Subsidy Programs

1. Convention Subsidy (to be held in Sendai for 2 days or more)

- ★ Can be used in combination with the "Hybrid Subsidy" described below.
- ★ The subsidy is **limited to 40% of the expenses** of the convention, and is **not available if the event is expected to be profitable (must be declined when profit is confirmed)**.
- ★ If both the (A) Total number of participants, and (B) Number of overseas or out-of-prefecture (outside Miyagi) participants are fulfilled, **the lower of the maximum amount applicable to each condition will be applied.**

(1) International Convention Subsidy

(A) Total No. of Participants	(B) No. Participants from Overseas	Max.Subsidy Amount
100 or more	10 or more	JPY 500,000
200 or more	20 or more	JPY 1,000,000
300 or more	30 or more	JPY 1,500,000
400 or more	40 or more	JPY 2,000,000
500 or more	50 or more	JPY 2,500,000
800 or more	80 or more	JPY 4,000,000
1,000 or more	100 or more	JPY 5,000,000

※ The number of **participating countries/regions must be 3 or more, including Japan.**
 (Residents in Japan are counted as participants from Japan)

(2) Domestic Convention Subsidy

(A) Total No. of Participants	(B) Participants from outside Miyagi Pref.	Max.Subsidy Amount
200 or more	120 or more	JPY 500,000
500 or more	300 or more	JPY 1,000,000
1,000 or more	600 or more	JPY 1,500,000
1,500 or more	900 or more	JPY 2,000,000
2,000 or more	1,200 or more	JPY 2,500,000
2,500 or more	1,500 or more	JPY 3,000,000

※ Must be on a **national scale** (beyond the Tohoku region)

- * Subsidy amount **will vary depending on the number of applicable conventions during the fiscal year.** (In principle, the maximum amount will be subsidized for conventions that the bureau was deeply involved in attracting.)
- * Number of participants will be confirmed by submitting a **participant list** showing number of in-person participants.
- * We will ask participants to cooperate with a questionnaire survey (small gifts will be given to those who respond).
- * **For more information and inquiries, please contact the Sendai Convention Bureau.**

Subsidy Programs

1. Convention Subsidy: Application Acceptance to Issuing Subsidy

TERM	ACTION ITEM
End of January of Previous Fiscal Year	Submission of Subsidy Application ✕Submit together with the budget, detailed outline of convention, etc.
February to March of Previous Fiscal Year	Review of Subsidy Proposal
April of Same Fiscal Year	Sending Notification of Subsidy Decision

Holding of Academic Conference or Convention

Within 1 Month of After Holding Convention	Submission of Project Performance Report ✕Financial statement, list of participants, participant questionnaires, etc.
	Sending Notification of Finalized Subsidy Amount
	Submission of Subsidy Invoice
Within 1 Month of Invoice	Subsidy Issuance (Bank Transfer)
	Hearing with Organizer



Subsidy Programs



2. Hybrid Subsidy (to be held in Sendai for 2 days or more)

Application Deadline	1 month before convention (Applications will be closed when the budget limit is reached.)
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- ★ Can be used in combination with the “**Convention Subsidy**” described above.
(applications for the fiscal year 2023 closed at the end of January, 2023).
- ★ The maximum amount of subsidy is **JPY300,000** per convention.
- ★ Expenses for the purchase of equipment are not eligible.
- ★ Conventions in which online participation is viewing “on-demand content” only
(no live content) are not eligible.
- ★ Applications will be accepted in the order of receipt of application documents, and
will be closed when the maximum budget is reached.
- ★ “Hybrid Subsidy” for hosting conventions is available even if you expect to make a
profit.

***For more information and inquiries, please contact the Sendai Convention Bureau.**

Subsidy Programs

2. Hybrid Format Subsidy: Application to Issuing Subsidy

TERM	ACTION ITEM
1 Month <u>Before Holding</u> Convention	Submission of Subsidy Application ※Submit together with the budget, detailed outline of convention, estimate (copy) showing the expenses covered by the subsidy, etc.
	Review of Subsidy Proposal
	Sending Notification of Subsidy Decision

Holding a Hybrid Format Convention

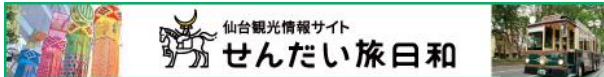
Within 1 Month of <u>After Holding</u> Convention	Submission of Project Performance Report ※Performance Report, financial statements, eligible expense documents (copy), list of participants, photos showing online convention, etc.
	Sending Notification of Finalized Subsidy Amount
	Submission of Subsidy Invoice
Within 1 Month of Invoice	Subsidy Issuance (Bank Transfer)

Online Sendai PR Example

PR Ex. 1

PR Link on Convention Website

Promote Sendai by posting links to the Sendai Tourism, Convention and International Association websites from your academic convention or convention website. We are able to provide banner images at your request.



“Sentabi” tourism website: <https://www.sentabi.jp/>



“Date na Meihin Yokocho” online souvenir shop: <https://datenameihin.com/>

PR Ex. 2

Local Products for Online Gathering

Famous local products and snacks from the supporting members of the Sendai Tourism, Convention and International Association are sold together in a special package. The name of the academic convention can be written on the package seal!



*Shipping in Japan only.

Example of products package

PR Ex. 3

Novelty Items Made By Local Companies

Promote a local company introduced by Sendai Tourism, Convention and International Association which made novelty items for the convention or convention by posting pictures of the completed novelty with the company name.



Example of novelties

PR Ex. 4

Transmission of Unique Attractions

Introduce local registered groups or artists which perform traditional entertainment such “Suzume-odori” Sparrow Dance. Share live or pre-recorded videos during your convention or convention to excite participants.



“Suzume-odori” Sparrow Dance

Online Sendai PR Example

PR Ex. 5

— □ ×

Broadcast Sendai PR Video On-location or Online

Our association will offer data files, a DVD, or YouTube links to Sendai PR videos you can introduce at your event.



PR Ex. 6

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Alternatively, the chairperson of the convention or the executive committee can introduce an article with recommended Sendai souvenirs. Please inquire for details!

[Sendai Convention Bureau](#)

[Search](#) 🔍





Subsidy Programs

■ “*Omotenashi*” Hospitality Menu 【Max. Amount: JPY 100,000】

We will provide an “*omotenashi*” hospitality menu worth JPY 100,000 to conventions with a total of 50 or more participants from outside of Miyagi Pref. or from overseas. Please choose your menu from attractions, beverages, signage production, etc.

Apply by 1 month before convention

■ Public Lecture Subsidy 【Max. Amount: JPY 300,000】

The subsidy covers the cost of holding lectures open to the public free of charge, with a minimum of 50 participants from at least 3 countries, including Japan.

Apply by 2 months before convention

■ International Academic Conference Subsidy 【Max. Amount: JPY 200,000】

The following subsidies are for international academic conventions of 50-99 participants, which have participants from at least 3 countries including Japan, OR at least 10% of in-person participants from overseas.

- | | | | |
|---|----------------|----------------------|----------------|
| ① 50~59 participants | • • JPY 50,000 | ② 60~69 participants | • • JPY 60,000 |
| ③ 70~79 participants | • • JPY 70,000 | ④ 80~89 participants | • • JPY 80,000 |
| ⑤ 90 or more participants | JPY 90,000* | | |
| ⑥ If held at Miyagi Industrial Exchange Center (Yume Messe Miyagi), | | | |

→ up to JPY 200,000 will be reduced from the usage fee.

*Even if the number of participants is 100 or more, the convention is eligible if it is held for only one day.

Apply by 2 months before convention

- * COVID-19 preventive measures expenses can also covered.
- * On-site participation from outside the prefecture (including overseas) is 50 people or more.
- * Participation target area exceeds the Tohoku region.



Subsidy Programs



■ **Convention Shuttle Bus, etc. Subsidy** 【Max. Amount: JPY 500,000】

When a convention of 1,000 or more people with 60% or more participants coming from outside Miyagi Pref. is to be spread over 2 or more venues, a portion of the operating expenses for shuttle buses or similar transportation between the venues will be subsidized.

Apply by End of January of the Previous Fiscal Year

■ **Loan for Preparation of Conventions** 【Max. Amount: JPY 2,000,000】

Loans of up to 20% of the complete budget are available for conventions with a participation area that extends beyond the Tohoku region for up to 2 years without interest.

Additional Subsidies for Organizers Considering (But Undecided) About Sendai

■ **Large-Scale International Conventions**

Sendai City Government provides subsidies up to JPY 10,000,000 for large-scale conventions to be held in Sendai as part of the city's joint efforts to attract major conventions.

Main Requirements:

- The convention must be held at least 3 days.
- There must be more than 1,500 participants (with 300 or more being from overseas).
- There must be participants from 3 or more countries, including Japan.

■ **Travel Expense Subsidy for Organizers**

Partial subsidies covering travel expenses for out-of-prefecture organizers conducting site inspections and consultation is provided up to JPY 25,000/person, or JPY 50,000/2+ persons.

Main Requirements:

- The convention must be held at least 2 days.
- Must be planning for an international convention of 100 people or more, or a domestic convention of 500 people or more.

* Please note that subsidy payments can not be sent to overseas or online bank accounts.

A domestic Japan bank account is required to receive payment.

* 海外口座、ネットバンク口座へ助成金の振込はできませんのでご注意ください。日本国内の銀行口座でないと送金できません。10

Various Types of Support

Support for Convention Proposals

■ Venue Consultation & Facility Information

We can introduce you to potential venues and facilities. Please use the “Convention Facilities Guide” search system on the Sendai Convention Navi website (only available in Japanese).



We also provide the “Sendai Convention Facilities Guide”.

■ Acceptance of Venue Inspections

We can coordinate site inspections of potential venues and hotels.

■ Support Creating Bid Papers

We can help create bid paper proposals for the purpose of attracting potential conventions to Sendai.

Provision of PR Materials

■ Promotional Photos

We provide photos of Sendai for the purpose of presentations, convention homepage, flyers, and posters which can be downloaded from the "Sendai Photo Library" website:

<https://sendai.imagegallery.me/>



■ Promotional Videos (Japanese & English)

We are able to provide DVDs and video files containing promotional videos of Sendai.

Various Types of Support

Administration & Operations Support

■ Provision of Operation Manual

A manual describing the main tasks and requirements from the preparation period to the end of the event is provided. The manual can also be used as a checklist.

■ Introduction of Related Companies

We will introduce you to vendors for signage, lighting, various rentals, expenditures, etc.

■ Convention Bags (charged)

Convention bags expressing the image of “City of Trees” Sendai are offered for 70 yen per bag.



Size : 35.8cm height x 26.8cm length x 10cm width

Material : Paper (matt finish applied to surface).

Handle made of plastic.

■ Guidance on Sendai Attractions, etc.

To increase the satisfaction of convention participants, we will introduce some of the attractions, unique venues, experiences, and excursion model courses available in Sendai.

■ Set Up Local Products Booth

We can set up a souvenir booth at the venue to sell famous local products, confections, crafts, etc.

*Depending on the scale of the event and the time of year, it may not be possible.

■ Mini Tanabata Decorations

We are able to loan miniature Sendai Tanabata Festival decorations to display at your venue.

Size : 1 meter total length



■ Gift Suggestions

From commemorative gifts for participants to local souvenirs, we can introduce recommended gifts from Sendai according to your purpose and budget.



Various Types of Support

Promotion & Advertising

■ Welcome Board Posting

For international or national conventions, the name of the convention, venue, date, and number of participants will be posted on the welcome board of the Sendai Tourism Information Center on the 2nd floor of JR Sendai Station.

■ Posting on Sendai Tourism Website

Information on the event will be posted on the event page of the "Sendai Tabi Biyori" tourism website.

■ Citizen PR & Media Resources

We will introduce promotion and media options used to target citizens when a public lecture is held.

■ Airport Welcome Sign (charged)

A welcome large welcome signboard will be placed in the arrival lobby on the 1st floor of Sendai Airport. You can apply to display the sign for a minimum of 3 consecutive days.



International Flights: JPY 71,000+
Domestic Flights: JPY 95,000+

*Fees include creation, installation, and collection.

Sightseeing Information

■ Various Pamphlets

We provide tourist information materials free of charge. Please apply using the special application form. Sendai sightseeing maps are available in multiple languages.



Dispatch of Language Volunteers

■ International Convention Support

For academic conferences and conventions with 50 or more foreign participants, up to 3 convention supporters will be dispatched free of charge to assist in the coordination of the event using English.

■ Hospitality Desk

A hospitality desk can be set up to provide information on sightseeing, transportation, shopping, etc. in English to participants and accompanying persons from overseas.



*International convention
Support Example*

43rd International Conference on Coordination Chemistry (ICCC2018)

30 July ~ 4 August 2018

Venue: Sendai International Center 2,392 Participants

Before the Event

April 2010 (1) Assist Preparing Proposals for Candidacy

July 2010 -Success in Winning Bid Proposal-

June 2017 (2) Introduce reception venue "Hotel Matsushima Taikanso"



International convention Support Example



43rd International Conference on Coordination Chemistry (ICCC2018)

During the Event

(3) Hospitality Desk & Experience Menu



(4) Introduce Cultural Experience Programs & Dispatch Volunteers



~See You in Sendai~



Sendai Convention Bureau

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